

Amateur Design: DIY as Resistance

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DIY as Resistance

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Growth of Maker Culture



Growth of Maker Culture



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DESIGN HISTORY SOCIETY ANNUAL CONFERENCE DESIGN ACTIVISM AND SOCIAL CHANGE 7-10 September 2011 Barcelona Spain

Speakers

gallery

venue

Contact

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de Barcelona
ADI-FAD

Organisers:
FHD
Fundació Història
del Disseny

Convenor:
Guy Julier

Official Conference Language:
English. According to demand,
some strands will be in Spanish
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University of Brighton

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Quiet Activism and the New Amateur

“Terms such as ‘crafting,’ ‘craftivism’ (craft activism,’ ‘manbroidery,’ ‘counterfeit crochet,’ ‘net craft,’ ‘stich ‘n bitch,’ ‘guerrilla knitting,’ ‘yarn bombing,’ ‘Punk DIY,’ ‘subcultural-,’ and ‘indie craft’ signal a new energy; a will to engage with crafts’ Morrisian/Ruskinian political heritage, and ... a valid and effective means to critique capitalism ... forge alternative identities, communities, and ways of living.” (Hackney, 2013)

Cigar Box Guitars



Cigar Box Guitars



Nig Richards



Nig Richards



Chickenbone John



Chickenbone John



Rat Bikes



Rat Bike Rally



John



John



Tony (B&I Engineering)



Tony (B&I Engineering)



Conclusions

- The above findings describe very particular forms of Do-It-Yourself activity; ones where the objects produced form the very core of strongly delineated subcultural communities.
- For both of these groups, elements of resistance to the mainstream and issues of authenticity are central.

Conclusions

- On the one hand, communities of interest based around musical performance that deliberately rejects expensive mainstream musical instrument production and the status associated with high-end equipment, and instead celebrates the immediacy and personality of the one-off, hand-made instrument.

Conclusions

- On the other hand, communities of ‘real’ bikers that share a common lifestyle –a deliberately subversive group opposed to the mainstream consumption of expensive, off-the shelf mass-produced vehicles that, to them, are commodities that have no character or bear no traces of the owner’s input.

Conclusions

- These two communities quite clearly and openly display alternatives to existing modes of production and consumption, and although they are strongly anti-establishment, each demonstrates a potentially more sustainable and more viable model for the future consumption of designed goods.

Thank You

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